

Application: 20250025

**TOWN AND COUNTRY PLANNING ACTS
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

NOTIFICATION OF GRANT OF EXPRESS CONSENT TO DISPLAY ADVERTISEMENT(S)

To: **Mr Alastair Rodda
C/O Mr Simon Bird, LOM Architecture And Design
The Glass House
5 Sclater Street
London
E1 6JY**

TAKE NOTICE that the **GRAVESHAM BOROUGH COUNCIL**, the Local Planning Authority under the Town and Country Planning Acts, has **GRANTED EXPRESS CONSENT** for the display of (an) advertisement(s) situate:-

at **Santander
4 King Street
Gravesend
Kent
DA12 2HH**

and being **Consent to display advertisement(s); Erection of 1no. new externally illuminated hanging sign and 1no. new non-illuminated fascia sign in Santander's new standard script font.** Your application dated 4th February 2025 is subject to the following:-

CONDITIONS AND REASONS

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:-
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purposes of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

- 6 The intensity of the luminance of the illuminated projecting sign shall not exceed 600 cd/m² (candelas per square metre) such as to comply with the guidance set by the Institution of Lighting Professionals in the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (Zone E4: Urban - High district brightness).

Reason: In the interests of amenity and in order to protect the character and appearance of the King Street Conservation Area in accordance with Policies CS19 and CS20 of the Gravesham Local Plan Core Strategy (September 2014), saved Policies TC3 and TC8 of the Gravesham Local Plan First Review (1994); the adopted Advertisement Control Policy Guidelines (SPG3) and Paragraph 141 of the National Planning Policy Framework (2024).

INFORMATIVES:-

1 DECISION PLANS

For the avoidance of doubt, the forms, plans and documents upon which this decision is made comprise:

- o Application form;
- o Drawing no. GravesendKS-0227-LP-EX-PL - Site Location Plan;
- o Drawing no. GravesendKS-0227-FR-EL-PR-PL - Proposed Front Elevation;
- o Drawing no. GravesendKS-0227-FR-EL-EX-PL - Existing Front Elevation;
- o GravesendKS-0227-BP-EX-PR-PL - Existing and Proposed Block Plan;
- o Heritage Statement;
- o External Signage Details - Projecting Signs;
- o Sign Type Details - Sign Type L1a & L1B.

2 STATEMENT OF POSITIVE AND PROACTIVE APPROACH TO DECISION-MAKING

In accordance with Article 35 (2) of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended), and paragraph 39 of the National Planning Policy Framework (NPPF) 2024, the Local Planning Authority has approached the assessment and determination of this application in a positive and creative way and, where appropriate, has worked pro-actively with the applicant to secure a development that is sustainable and that improves the economic, social and environmental conditions of the area, and that is in accordance with the Development Plan for the area.

3 WORKS OF CONSTRUCTION

Hours of work of construction site plant, equipment and machinery, should be restricted to not earlier than 7.00 a.m. and not later than 6.00 p.m. weekdays and Saturday working should be restricted to not earlier than 8.00a.m. and not later than 1.00 p.m. No work shall be carried out on Sundays, Bank or Public Holidays.

- i. Suitable sound attenuation shall be used at all times in respect of all plant, machinery and equipment in operation on site in order to aid prevention of noise nuisance. Compliance with BS 5228: Part 1: 1984 and subsequent amendments regarding the use of equipment on site will be required in appropriate cases.
- ii. A suitable method of control shall be used in order to aid prevention of dust nuisance arising from work activities on site.
- iii. Burning of waste materials shall not be carried out on site. Such materials are to be stored in a suitable receptacle, as far from residential accommodation as reasonably practicable, pending disposal off site.
- iv. Adequate arrangements shall be made to remove all waste material from the site on a regular basis and to dispose of it at a suitably licensed waste disposal site.

Dated: 27 March 2025

Civic Centre
Windmill Street
Gravesend
Kent
DA12 1AU

Shazad Ghani
MPhil, MA, BA (Hons)
Head of Planning
Planning Service

NOTE:

This consent is confined to consent under the Town and Country Planning (Control of Advertisements) Regulations 2007 and does not obviate the necessity of compliance with any other enactment, bye-law, or other provision whatsoever, or of obtaining from the appropriate authority or authorities any permission, consent, approval or authorisation which may be requisite.

NOTIFICATION TO APPLICANT:

- (1) Regulation 13(5) of the 2007 Regulations provides that every grant of express consent shall be for a fixed term which shall not be longer than 5 years from the date of grant of consent without the approval of the Secretary of State, and if period is specified the consent shall have effect as consent for five years.
- (2) At any time within the period of six months before the expiry of the consent, application may be made for the renewal thereof.
- (3) Regulation 13 of the 2007 Regulations provides that, without prejudice to the power of the district planning authority to impose additional conditions upon grant of consent, the standard conditions mentioned in the notification of grant of consent shall apply.
- (4) Regulation 15 of the 2007 Regulations provides as follows:-

APPEALS TO THE SECRETARY OF STATE

Provisions of Section 78 of the Town and Country Planning Act 1990

"Section 78

- (1) Where a Local Planning Authority refuse an application for express consent or grant it subject to conditions, the applicant may by notice appeal to the Secretary of State.
- (2) A person who has made an application for express consent may also appeal to the Secretary of State if within the period of 8 weeks from the date when the application was received by the Local Planning Authority, that authority have neither given him notice of their decision on it nor given him notice that they have exercised their power under Section 70A to decline to determine the application.
- (3) Any appeal under subsection (1) or (2) shall be made by notice served within **8 weeks** from the date of receipt of the Local Planning Authority's decision or, as the case may be, within **8 weeks** from the expiry of the period mentioned in subsection (2), or within such longer period as the Secretary of State may in either case at any time allow.
- (3A) The notice mentioned in subsection (3) shall be accompanied by a copy of each the following documents:-
 - (a) the application made to the Local Planning Authority;
 - (b) all relevant plans and particulars submitted to them;

- (c) any notice of decision; and
- (d) any other relevant correspondence with the authority.

- (4) Where an appeal is made to the Secretary of State as mentioned in subsection (3), he may require the appellant or the Local Planning Authority to submit to him, within such period as he may specify, a statement in writing in respect of such matters relating to the application as he may specify, and if, after considering the grounds of appeal and any such statement, the Secretary of State is satisfied that he has sufficient information to enable him to determine the appeal he may, with the agreement in writing of both the appellant and the Local Planning Authority, determine the appeal without complying with Section 79(2).
- (5) For the purposes of the application of Sections 79(1) and 288(10)(b) in relation to an appeal under subsection (2), it shall be assumed that the authority decided to refuse the application in question.”

- **NOTE:** Any appeal under Section 78 should be addressed to the **Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN; telephone: 0303 444 5000; email: enquiries@pins.gsi.gov.uk or online at www.planningportal.gov.uk/pcs.**